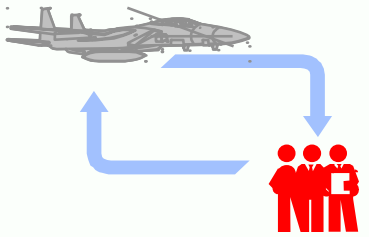
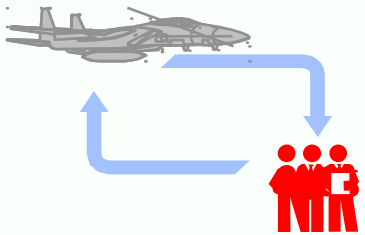
Family Readiness Qualification Course

Target Audience, Support Agencies, and Establishing Working Relationships



Overview

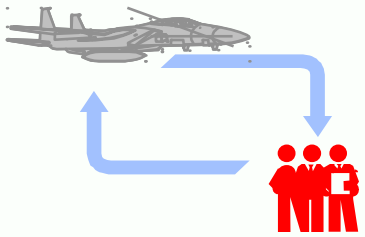
- **Target Audience**
- **Support Agencies**
- **Establishing Working Relationships**



Target Audience

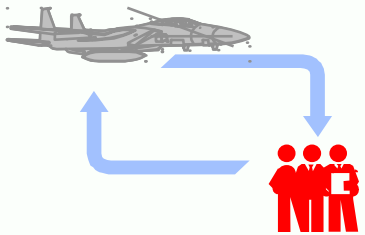
Single Military Members
Single Military w/Dependents
Military Members Married to Civilians
Military Married to Military
ANG & AFR on Active Duty
Outreach Volunteers
Spouses
Children
Parents
Other Legal Dependents
People at GSUs

Note: Think DOD not just Active Duty



Reaching the Target Audience

- **Briefings**
  - Mandatory Pre-deployment
  - Newcomers, FTAC, Commanders Call, First Sgts . . .
- **Marketing and Publicity**
  - Brochures/Handouts/Posters around base
  - Monthly Calendars
  - Information Booths
  - Newspaper/Radio/TV
- **Outreach**
  - Mail-outs
  - Personal Contacts, i.e. phones, e-mail
  - Public Appearances
  - Advertising



Support Agencies

- Base Medical Services
- AF Equal Opportunity
- Security Forces
- American Red Cross
- Veterans Organizations
- Local Area Agencies
- Family Support Center
- Disaster Preparedness
- Base Education Office
- Family Advocacy
- Accounting & Finance
- Staff Judge Advocate General
- Public Affairs
- Installation Chaplain
- Youth Flight
- Casualty Assistance
- MWRS / Services
- Military Personnel Flight

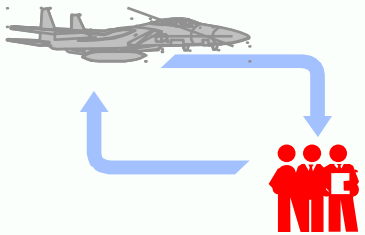
Support Agencies

Collaborative Forums

- **Community Action Information Board (CAIB)**
- **Integrated Delivery System (IDS)**
- **Local committees**
  - **Airman/NCO Council**
  - **Top 3**
  - **First Sergeants**
  - **Chief's Group**
  - **Spouse Groups**
- **Volunteer Advisory Council (VAC)**
- **Parent Committees from Youth Center, CDC, Elementary, Jr High & High Schools**

Establishing Working Relationships

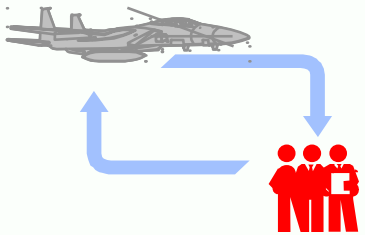
- Building Community Capacity
- Readiness NCO role
- Selling your program
- Networking



Establishing Working Relationships

Building Community Capacity:

Networking between unit leaders, community members,
base agencies resulting in *shared responsibility* for community well-being and *collective competence* in addressing community needs and solving problems.



Communication
- Education
- Training
- Consultant

ID Customers/ Needs
- Data Collection
- FSC Liaison

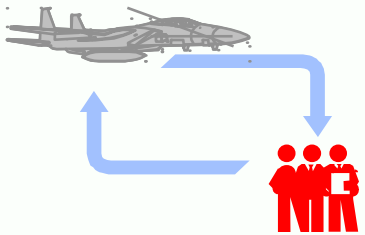
Readiness NCO Role

Coordination
- Logistics
- Planning

Information & Referral
- Partnership with on/off base programs

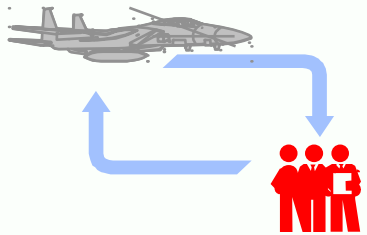
Selling Your Program

- Presentations at Command Meetings
- Briefings to Senior Leadership
- Presentations at Unit Briefings
- Work Unit Deployment Managers (UDM)
- Interaction with First Sergeants
- Presentations to the Chief’s Group
- Interaction with Base Chaplains
- Working with the CAIB
- Interaction with Family Advocacy and Life Skills
- Attend Community Forums
- Brief base Private Organizations
- Brief base Key Spouses!



Networking with Other Agencies

- Establish contact/Introduce yourself
- Make them aware of FSC programs
- Assess agency program/services
- Identify common interests areas
- Develop cooperative agreements
- Develop partnerships
- Develop/participate in joint programs



Summary

Target Audience

- Identify Members
- Reaching Target Audience

Support Agencies

- Identify Agencies
- Collaborative Forums

Establishing Working Relationships

- Importance
- Readiness NCO role
- Selling Your Programs
- Networking